

What is claimed is:

- 1     1.     A method for determining a discount for a customer, the method  
2     comprising:  
3             receiving a customer identifier that identifies a customer;  
4             receiving transaction data that represents a transaction of the  
5     customer;  
6             determining a customer rating of the customer; and  
7             determining a second discount based on a first discount, the  
8     customer rating, and the transaction data.
- 1     2.     The method of claim 1, wherein the customer identifier comprises  
2     characters of a license plate.
- 1     3.     The method of claim 1, wherein the step of receiving a customer identifier  
2     comprises receiving a customer identifier from a point-of-sale-terminal.
- 1     4.     The method of claim 1, wherein the step of receiving a customer identifier  
2     comprises receiving a customer identifier from a database.
- 1     5.     The method of claim 1, wherein the step of receiving transaction date  
2     comprises receiving transaction data from a point-of-sale terminal.
- 1     6.     The method of claim 1, wherein the step of receiving transaction data  
2     comprises retrieving the transaction data from a database.
- 1     7.     The method of claim 1, wherein the step of determining a customer rating  
2     comprises retrieving the customer rating from a database.
- 1     8.     The method of claim 1, wherein the step of determining a customer rating  
2     comprises determining the customer rating based on the transaction data.

1 9. The method of claim 1, wherein the transaction data includes a time of the  
2 transaction.

1 10. The method of claim 9, wherein the step of determining the second  
2 discount comprises:  
3 determining the second discount based on a first discount, the customer rating and  
4 on the time of the transaction.

1 11. The method of claim 1, wherein the transaction data includes a transaction  
2 price.

1 12. The method of claim 1, wherein the step of determining a second discount  
2 comprises:  
3 determining a second discount based on a first discount, a customer rating, and the  
4 transaction price.

1 13. The method of claim 1, wherein the transaction data includes at least one  
2 product category of at least one product included in the transaction.

1 14. The method of claim 13, wherein the step of determining a second discount  
2 comprises:  
3 determining a second discount based on the first discount, the customer rating, and  
4 the at least one product category.

1 15. The method of claim 14 further comprising the step of:  
2 determining a predefined time period.

1 16. The method of claim 15 wherein the step of determining a second discount  
2 comprises:  
3 determining a second discount based on a first discount, the customer rating, and  
4 on whether the time of the transaction is within the predefined time period.

1 17. A method for determining a discount for a customer, the method  
2 comprising:  
3 receiving transaction data that represents a transaction from a POS  
4 terminal;  
5 receiving a customer identifier that identifies a customer  
6 participating in the transaction at the POS terminal;  
7 determining a customer rating of the customer;  
8 determining a second discount based on a first discount and the  
9 customer rating; and  
10 transmitting the second discount to the POS terminal.

1 18. A method for determining a discount for a customer, the method  
2 comprising:  
3 receiving transaction data that represents a transaction;  
4 receiving an identifier that identifies a customer participating in the  
5 transaction;  
6 determining a customer rating of the customer;  
7 determining a time of the transaction;  
8 determining a second discount based on a first discount, the  
9 customer rating, and the time of the transaction; and  
10 applying the second discount to the transaction.

1 19. A method for determining a discount for a customer, the method  
2 comprising:  
3 receiving transaction data that represents a transaction;  
4 receiving an identifier that identifies a customer participating in the  
5 transaction;  
6 determining a customer rating of the customer;  
7 determining a second discount based on a first discount and the  
8 customer rating, the second discount being greater than the first discount;  
9 determining a time of the transaction; and

10                   applying the second discount to the transaction if the time of the  
11 transaction is within a predetermined time period.

1    20.    The method of claim 19, in which the step of setting a second discount  
2 comprises:

3                   setting the second discount to a first value if the customer rating is a  
4 first rating; and

5                   setting the second discount to a second value greater than the first  
6 value if the customer rating is a second rating.

1    21.    The method of claim 19, in which the step of setting a second discount  
2 comprises:

3                   determining a maximum discount value based on the customer  
4 rating; and

5                   setting the second discount to a value not greater than the maximum  
6 discount value.

1    22.    The method of claim 21, in which the step of determining a maximum  
2 discount value comprises:

3                   setting the maximum discount value to a first value if the customer rating is  
4 a first rating; and

5                   setting the maximum discount value to a second value greater than the first  
6 value if the customer rating is a second rating.

1    23.    The method of claim 19, further comprising:

2                   setting the predetermined time period based on the customer rating.

1    24.    The method of claim 23 wherein:

2 the predetermined time period is based on a time of a previous transaction of the  
3 customer, the previous transaction occurring prior to the transaction.

1    25.    A method for determining a discount for a customer, the method  
2    comprising:  
3                receiving first transaction data that represents a first transaction;  
4                receiving an first identifier that identifies a customer participating in  
5    the first transaction;  
6                determining a first discount for the customer based on the identifier;  
7                receiving second transaction data that represents a second  
8    transaction occurring after the first transaction;  
9                receiving a second identifier that identifies the customer  
10    participating in the second transaction, the first identifier corresponding to the  
11    second identifier;  
12                determining a customer rating of the customer;  
13                setting a second discount based on the first discount and the  
14    customer rating, the second discount being greater than the first discount;  
15                determining a time of the second transaction; and  
16                applying the second discount to the second transaction if the time of  
17    the second transaction is within a predetermined time period.

1    26.    An apparatus for selling an aging food product, comprising:  
2                a processor, and  
3                a storage device that stores a program for directing the processor;  
4                the processor being operative with the program to:  
5                        receive a customer identifier that identifies a customer;  
6                        receive transaction data that represents a transaction of the  
7    customer;  
8                        determine a customer rating of the customer; and  
9                        determine a second discount based on a first discount, the  
10    customer rating, and the transaction data.

1    27.    An apparatus for selling an aging food product, comprising:  
2                a processor, and  
3                a storage device that stores a program for directing the processor;

4                   the processor being operative with the program to:  
5                   receive transaction data that represents a transaction from a  
6 POS terminal;  
7                   receive a customer identifier that identifies a customer  
8 participating in the transaction at the POS terminal;  
9                   determine a customer rating of the customer;  
10                  determine a second discount based on a first discount and  
11 the customer rating; and  
12                  transmit the second discount to the POS terminal.

1 28.    An apparatus for selling an aging food product, comprising:  
2                  a processor, and  
3                  a storage device that stores a program for directing the processor;  
4                  the processor being operative with the program to:  
5                  receive transaction data that represents a transaction;  
6                  receive an identifier that identifies a customer participating  
7 in the transaction;  
8                  determine a customer rating of the customer;  
9                  determine a time of the transaction;  
10                 determine a second discount based on a first discount, the  
11 customer rating, and the time of the transaction; and  
12                 apply the second discount to the transaction.

1 29.    An apparatus for selling an aging food product, comprising:  
2                  a processor, and  
3                  a storage device that stores a program for directing the processor;  
4                  the processor being operative with the program to:  
5                  receive transaction data that represents a transaction;  
6                  receive an identifier that identifies a customer participating  
7 in the transaction;  
8                  determine a customer rating of the customer;

9                                   determine a second discount based on a first discount and  
10 the customer rating, the second discount being greater than the first discount;  
11                                   determine a time of the transaction; and  
12                                   apply the second discount to the transaction if the time of the  
13 transaction is within a predetermined time period.

1   30.    An apparatus for selling an aging food product, comprising:  
2                                   a processor, and  
3                                   a storage device that stores a program for directing the processor;  
4                                   the processor being operative with the program to:  
5                                   receive first transaction data that represents a first  
6 transaction;  
7                                   receive an first identifier that identifies a customer  
8 participating in the first transaction;  
9                                   determine a first discount for the customer based on the  
10 identifier;  
11                                  receive second transaction data that represents a second  
12 transaction occurring after the first transaction;  
13                                  receive a second identifier that identifies the customer  
14 participating in the second transaction, the first identifier corresponding to the  
15 second identifier;  
16                                  determine a customer rating of the customer;  
17                                  set a second discount based on the first discount and the  
18 customer rating, the second discount being greater than the first discount;  
19                                  determine a time of the second transaction; and  
20                                  apply the second discount to the second transaction if the  
21 time of the second transaction is within a predetermined time period.

1   31.    A computer readable medium encoded with instructions for directing a  
2                                   processor to:  
3                                   receive a customer identifier that identifies a customer;

4                   receive transaction data that represents a transaction of the  
5   customer;  
6                   determine a customer rating of the customer; and  
7                   determine a second discount based on a first discount, the customer  
8                   rating, and the transaction data.

1   32.    A computer readable medium encoded with instructions for directing a  
2           processor to:  
3                   receive transaction data that represents a transaction from a POS  
4   terminal;  
5                   receive a customer identifier that identifies a customer participating  
6   in the transaction at the POS terminal;  
7                   determine a customer rating of the customer;  
8                   determine a second discount based on a first discount and the  
9   customer rating; and  
10                  transmit the second discount to the POS terminal.

1   33.    A computer readable medium encoded with instructions for directing a  
2           processor to:  
3                   receive transaction data that represents a transaction;  
4                   receive an identifier that identifies a customer participating in the  
5   transaction;  
6                   determine a customer rating of the customer;  
7                   determine a time of the transaction;  
8                   determine a second discount based on a first discount, the customer  
9   rating, and the time of the transaction; and  
10                  apply the second discount to the transaction.

1   34.    A computer readable medium encoded with instructions for directing a  
2           processor to:  
3                   receive transaction data that represents a transaction;



4                    receive an identifier that identifies a customer participating in the  
5                    transaction;  
6                    determine a customer rating of the customer;  
7                    determine a second discount based on a first discount and the  
8                    customer rating, the second discount being greater than the first discount;  
9                    determine a time of the transaction; and  
10                   apply the second discount to the transaction if the time of the  
11                   transaction is within a predetermined time period.

1    35.    A computer readable medium encoded with instructions for directing a  
2    processor to:  
3                   receive first transaction data that represents a first transaction;  
4                   receive an first identifier that identifies a customer participating in  
5                   the first transaction;  
6                   determine a first discount for the customer based on the identifier;  
7                   receive second transaction data that represents a second transaction  
8                   occurring after the first transaction;  
9                   receive a second identifier that identifies the customer participating  
10                  in the second transaction, the first identifier corresponding to the second identifier;  
11                  determine a customer rating of the customer;  
12                  set a second discount based on the first discount and the customer  
13                  rating, the second discount being greater than the first discount;  
14                  determine a time of the second transaction; and  
15                  apply the second discount to the second transaction if the time of  
16                  the second transaction is within a predetermined time period.